TO ALL REGION PERSONNEL
JUNE 29, 1998

JULY WINSTON $1.00 OFF 2-PACKS IS SCHEDULED TO SHIP TO RETAIL: 7/13/98

IF OLDER (MAY) WINSTON .70¢ OFF 2-PACKS PRODUCT REMAINS AT RETAIL, IT CAN BE CONVERTED TO $1.00 OFF 2-PACKS. (SEE ATTACHED 3RD QTR WORK PLAN INFO)

* * BE SURE EVERY EFFORT IS MADE TO MOVE .70¢ WINSTON THROUGH PRIOR TO ORDERING CONVERSION SHEETS * *

51861 1301

Source: https://www.industrydocuments.ucsf.edu/docs/mqcn0000

Workplan Logistics
Program Contact: Lori O'Connor ext. #3019

May 70¢ 2 Pack Skipped to Retail 4/27/98

I. **Selling/Execution Detail**

Month: July

Promotion: Converting older WINSTON .70¢ promotions to a $1.00 to match current July promotion

Promotion #: N/A **Pre-Sleeved:** N/A

Item #: 545684

Segment: Any call that has remaining .70¢ off 2 pack promotional sleeves

SKU Quantity: 15 -$1.00 off 2 pack buttons per sheet

Placement/MSA Reporting: N/A

Reporting Dates: N/A

Promotion Details: **1) Promotion Description:** Place the $1.00 off 2 pack button directly over the .70¢ off 2 pack button on any leftover promotions from May.

2) Materials Description: 1 sheet contains 15 - $1.00 off 2 pack buttons. Allocations were based on number of R/R, T/R, S/R in each region.

3) Recommended Displays: Place converted 2 pack sleeves units in the July $1.00 off 2 packs display.

4) Special Instructions: Use WINSTON $.30 off 1 pack discounting code for payment. Code is "WI .30 PR. RED."

II. **Promotion Timing**

Allocations Available: 5/18/98

Execution Model Available: N/A

Allocation Adjustments to Model: N/A

Templates Available: N/A

Valued-Added Transfer Deadline: N/A

First Order Date: 5/18 (available for shipment 5/20/98)

First Delivery Date to Direct Accounts: N/A

VAP/Delivery Date to Retail Accounts: N/A

Last Delivery Date to Direct Accounts: N/A

Roll Remaining Allocations to National/Clean-Up: N/A

51861 1302

New: 5/11/98

Source: https://www.industrydocuments.ucsf.edu/docs/mqcn0000